

## Case Study - Pandi

### The Brief

We were delighted to be approached by Pandi, a company developing world class IT environments for their clients, to generate business for their sales team. Intelligent, effective and professional telemarketing ensured instantly profitable target clients were delivered from the outset.

### What We Did

We developed and agreed a clear process to enable us to approach the target client at the appropriate level. The use of properly sourced, profiled and targeted data ensured we started off on the right foot, and saved time and money for our client. The ability to develop customer relationships and our expert and timely communication skills ensured quality of results were delivered.

### The Results

We continuously evaluate the work we do for Pandi to ensure we are delivering the best service we can. We continue to deliver top quality appointments and excellent Return on Investment.

### Greg Clay – Marketing and Sales Director

‘Usually I have to go to at least three meetings to get the business.  
With Cardwell, it felt like I skipped the first two!’

